

DEPARTMENT ORGANIZATION CHART

Trade and Commerce

at your service

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GROWING WITH CANADA

The primary goal of the Department of Trade and Commerce has remained the same since its inception in 1892 — to promote the export trade of Canada. Throughout its history it has worked closely with Canadian businessmen helping to make Canada the great trading nation it is today.

One hundred years ago, Canada's exports amounted to \$56.3 million. In 1966 we shipped a record \$10.3 billion in goods around the world. For Centennial Year, the government set a new goal – $$11^{1/4}$ billion – and this goal was met as the Canadian exporting community realized sales abroad of \$11.4 billion. For 1968 a new export goal has been set – sales of \$12.3 billion.

A key factor in the future development of Canada's foreign trade will be the response of Canadian industry to the opportunities and challenges brought about by the agreements reached at the Kennedy Round of trade negotiations. The realization of the potentional benefits of the Kennedy Round will depend in particular, on Canadian industry carrying forward the necessary adaptation to maximize their productivity, to increase its efficiency and develop advanced research and technology.

While the basic responsibility and initiative for exploiting new trade opportunities inevitably rests with private industry, the Department of Trade and Commerce devotes special attention to gearing its trade promotion activities to provide the maximum assistance in developing new export potential.

In this handbook, we have attempted to outline for the Canadian exporter how the Department of Trade and Commerce is organized to assist him and to list some of the many government services available to him in the promotion of foreign trade.

The description of the various offices, branches and divisions that follows reflects the extensive reorganization recently announced by the Minister and now coming into effect. These structural changes are designed to streamline and increase the effectiveness of the services of the Department through the closer grouping by function of Departmental activities and responsibilities. This reorganization should make an important contribution to the Department's continuing efforts to increase and improve the assistance it gives Canadian exporters in their drive to develop foreign markets and to further Canadian commercial policy interests.

DEPARTMENT ORGANIZATION

The Department of Trade and Commerce is organized into two primary Services — Trade Policy and Trade Promotion — each having branches dealing with the various aspects of the facilities it provides Canadian industry. In addition, the Office of Tourism promotes travel to Canada and co-ordinates provincial and federal activities in this field. Some other services, such as the Office of Comptroller-Secretary and the Office of Economics and Trade Analysis are internal services units. The primary functions of offices that are of special interest to the Canadian businessmen are described in this section. All branches of the Department have their offices in the Trade and Commerce Building on Wellington Street at Lyon, or Tower "B", Place de Ville, 112 Kent Street, Ottawa, except as otherwise indicated.

TRADE POLICY SERVICE

The primary role of the Trade Policy Service is to safeguard and improve the terms of access for Canadian goods to foreign markets and to contribute to the development of Canadian trade and related policies to reflect the key role of exports in the economy. The activities of this Service relate to Canada's overall trade relations with other countries and to such matters as international trade negotiations, trade agreements, regional trading groups, international commodity arrangements, export financing and economic aid programs and international financing questions. They include preparations for and attendance at international conferences. The Trade Policy Service consists of the Office of Trade Relations and the Office of Commodity Trade Policy, under the general direction of the Assistant Deputy Minister (Trade Policy).

Office of Trade Relations

This Office is concerned primarily with tariffs and other government trade regulations in foreign countries. It seeks to safeguard and improve the terms of access for Canadian goods to export markets through its participation in the development and conduct of Canada's external trade relations and in the formulation of Canadian trade policy. As a service to Canadian exporters the Office supplies details regarding rates of duty, import restrictions, documentation requirements, and other foreign government measures affecting Canadian exports; and provides assistance to the business community in dealing with special problems in this field. In addition, Canadian businessmen

may obtain from the Office general information on economic and trading conditions in all parts of the world and help in planning visits to these markets. Through its area divisions, the Office maintains close liaison with trade commissioners abroad.

Office of Commodity Trade Policy

This Office has two principal tasks. The first is to undertake detailed studies on a commodity or industry sector basis to provide guidance in the formulation of trade and related policies. In carrying out this task, close liaison is maintained with the work done in other departments with respect to domestic industry. The objective is to develop new export opportunities and particularly to increase the participation of processed and manufactured goods in Canadian export trade.

The second responsibility is the negotiation of international commodity arrangements and related activities covering commodities important in both our export and import trade. This includes advancing Canadian interests in the solution of specific commodity policy problems through international organizations and agencies such as the GATT, UNCTAD, FAO, OECD, the international commodity councils for wheat, sugar, coffee and tin and various international commodity study groups when trade policy considerations are involved. Close contact is maintained with commodity experts in the Department, in other government departments and agencies and with the representatives of Canadian producers, importers and industry associations.

TRADE PROMOTION SERVICE

In the promotion of Canada's foreign trade, the Department has two matching roles to play — finding demands abroad for Canadian goods and services, and finding sources of supply to match demands. These tasks are the concern of the Offices of Commodities and Industries, Promotional Support Services, and External Trade Services, which comprise the Trade Promotion Service. It also has responsibilities with respect to export financing and external aid.

Office of Commodities and Industries Services

The commodity branches have the prime responsibility for contact with Canadian industry in order to develop the information on materials, products and services for export which forms the basis for the Department's trade promotion and trade supporting activities.

Commodity officers visit manufacturing plants and production facilities, attend and address meetings or business associations and study groups, and prepare product reports and market surveys. Data is constantly under study to provide information on trade opportunities and advice on the export potential of products in world markets. The commodity officers constitute the departmental channel through which information on Canadian products and services reaches Canadian trade commissioners abroad, and an important channel through which information on sales opportunities in foreign countries is disseminated to industry in Canada. As specialists, they analyze reports from trade commissioners to determine potential markets for commodities and services of interest to Canadian industry. They examine the need for promotion in export markets and in co-operation with industry and the trade Commissioner posts, develop promotional programs best suited for the particular commodity and particular market.

Trade fair participation, trade missions, in store promotions, films, brochures and point of sale aids are among the techniques used for these purposes.

Agriculture and Fisheries Branch

Within the overall responsibility of CIS, this Branch is concerned with promoting the sale in world markets of the products of Canada's agricultural and fisheries industries, maintaining a system of reporting on these industries in foreign countries and co-operating with other branches of the Department in connection with international agricultural developments and commodity agreements.

This Branch includes a Fisheries Division, Livestock and Animal Products Division, Plant Products Division, Cereals Division and Commodity Arrangements and Market Developments Division.

Industrial Materials Branch

The Industrial Materials Branch concerns itself with the development of export markets for raw materials, semi-fabrications and related products. The Branch in co-operation with other Departments and with industry, attends international meetings and commodity conferences to study world supply, demand and market conditions.

The Branch comprises a Chemicals Division, Forest Products Division and a Metals and Minerals Division.

Manufacturing Industries and Engineering Branch

The Branch comprises an Appliances and Commercial Machinery Division, Mechanical Equipment and Engineering Division, Textiles and Consumer Goods Division, Electrical and Electronic Equipment Division, and Special Planning Division.

Standards Branch

This Branch approves and inspects commercial measuring devices in the field of general trade and in the distribution of gas and electricity. It can offer assistance to industry in many areas of measurement. It also regulates and inspects the labelling and marking of fur, chamois, hosiery, textiles, turpentine, watch jewels and precious metals. The Standards Branch headquarters and laboratory are located in the Standards Building, Holland Avenue, Tunney's Pasture, Ottawa. The Branch also maintains 42 district offices across Canada. (See Regional Offices of the Department, page 17).

Office of Promotional Support Services

While almost every branch of the Department is concerned with foreign trade to some degree, the four branches that make up the Office of Promotional Support Services are exclusively engaged in ways and means of promoting trade. They offer specialized services to the Canadian business community.

Canadian Government Exhibition Commission

The Exhibition Commission organizes, produces and administers the exhibits which the Department sponsors at international trade fairs. This responsibility includes the design and fabrication of displays to provide the best possible presentation of the products of participating Canadian companies. It also produces exhibits for other departments, and advises Canadian firms exhibiting abroad on their own. The Commission has offices, a plant and warehouses at 440 Coventry Rd., Ottawa, and branches in London, England, and Paris, France.

Trade Fairs and Missions Branch

This Branch develops the annual program of trade fairs in which the Department sponsors exhibits of Canadian products in many markets of the world, and co-ordinates the detailed planning of each exhibit. The Branch is also responsible for developing and co-ordinating departmental activity in the planning, organizing and carrying out of approved programs of missions, both incoming and outgoing.

Transportation and Trade Services Branch

The Transportation and Trade Services Branch is concerned with the role of transportation in relation to trade, the administration of export and import controls and the compilation of comprehensive trade directories for the Department's use. The director is responsible for the administration of the Department's seven regional offices in Canada. (See Regional Offices of the Department, page 33.)

Trade Publicity Branch

Advertising, in-store material, press and radio publicity, audio tapes, films, booklets and periodicals comprise the techniques or tools used by this Branch to interest potential buyers of Canadian products abroad and to stimulate manufacturers in Canada to enter export markets. Much of this material is used by Trade Commissioners in the field, in conjunction with trade fairs and Canadian trade missions. At major trade fairs abroad a publicity officer is often assigned to represent the Department on-site and develop contact with the daily and business press, radio and television facilities of the host country.

Incoming trade missions from abroad are similarly publicized in Canadian communications media. The Branch also serves as the public relations and general information arm of the Department.

Office of External Trade Services

The Office of External Trade Services, the overseas arm of the Department, comprises both the administrative and operational elements of the Trade Commissioner Service. The main functions of the trade commissioner in the promotion of Canada's export trade and the protection of her commercial interests are:

- Initiating promotional programs for the profitable marketing of goods and services abroad;
- Providing assistance to foreign importers and Canadian exporters, on request, on matters which lead to an improvement in Canada's balance of international payments;
- Providing services designed to advise and encourage Canadian exporters in the marketing overseas of goods and services and foreign businessmen in looking to Canada as a source of supply;
- Providing a commercial intelligence network for the efficient identification of promotional priorities and export opportunities, as well as a basis for a realistic and effective trade policy and domestic economic policy;
- Providing services to other government departments in allied and complementary fields through the facilities of posts overseas.

The trade commissioner works closely with individual Canadian companies and is as an export market consultant to him. He also maintains close liaison with government officials in his territory, in order to maintain and improve the terms of access for Canadian products.

Financing and Aid Branch

The Financing and Aid Branch is responsible for the co-ordination and formulation of departmental policy in the fields of export credits insurance, export financing and with respect to the Canadian aid program. It maintains up-to-date intelligence on financial and related techniques used by competing countries to stimulate export performance. The Branch informs Canadian exporters of the range of financing facilities provided by the Canadian Government. It is responsible for insuring that the financing facilities available through international organizations are kept before the Canadian business community.

OTHER SERVICES

Office of Tourism

The Office of Tourism comprises the Canadian Government Travel Bureau and the Travel Industry Branch. The Bureau is charged with promoting travel to Canada from other countries; The Branch is concerned with the study and analysis of the Canadian travel industry, including the Federal Government activities which support tourism.

The Office reflects the importance of the travel industry to the Canadian economy generally and the national balance of payments in particular. It provides a focal point at the federal plane of government for cooperation and coordination on tourism matters with provincial authorities concerned and with the transportation and accommodation industries.

Canadian Government Travel Bureau

The Bureau's prime purposes are to promote travel to and within Canada by non-residents and to help co-ordinate the total Canadian tourism promotion effort outside Canada by working with provincial travel bureau, transportation companies and national, regional and local tourist associations.

The heart of the Bureau's operations is at its headquarters in Ottawa where it processes most travel enquiries, prepares and distributes publications, administers its extensive advertising and publicity programs in other countries, promotes tours and convention business, initiates tourism research, and carries out direct mail promotions.

Outside Canada the Bureau operates 24 travel promotion and counselling offices.

Travel Industry Branch

The Branch is concerned primarily with the domestic travel industry. Its duties entail close examination of the nature and extent of tourist facilities and services in Canada, appraisal of their adequacy to meet visitor expectations, the study of federal, provincial and private programs and policies related to the growth and development of the travel industry, assessment of industry strengths, weaknesses and problems, advise the Minister of Trade and Commerce on ways and means to aid the industry. Close liaison is maintained with federal and provincial departments and agencies having activities related to travel and tourism and with major elements of the private sector of the Canadian travel industry.

The Branch also keeps under review the tourism and travel policies and practices of other countries; studies trends and developments in international tourism and concerns itself with the activities of international organizations and agencies involved with tourism so far as Canada's interests may be related.

ASSOCIATED SERVICES

There are a number of boards, crown companies and other agencies which report to the Canadian Parliament through the Minister of Trade and Commerce. While not directly part of the departmental services, some organizations such as the Dominion Bureau of Statistics and the Export Credit Insurance Corporation provide services which are closely related to certain offices of the Department.

Dominion Bureau of Statistics

The Dominion Bureau of Statistics, central agency for the collection, compilation and publication and statistical information in Canada, conducts the national decennial census of population, housing, agriculture and merchandising. It publishes weekly, monthly, quarterly, annual and occasional reports containing current data on almost every aspect of the national scene. In addition, a small scale census is conducted every five years. The Bureau collects a multiplicity of statistics on business activities in Canada and, as a result, is the source of a wide variety of information of direct use to individual firms in market studies and other types of business research.

The Dominion Bureau of Statistics is situated on Holland Avenue at Tunney's Pasture, Ottawa. The Bureau operates regional offices at St. John's, Halifax, Montreal, Ottawa, Toronto, Winnipeg, Edmonton and Vancouver.

Export Credits Insurance Corporation

The services of this crown corporation are closely linked with those of the Department in facilitating and developing trade between Canada and other countries. The Corporation insures Canadian firms against risks of non-payment involved in the export sale of goods and services, and provides export financing assistance. The offices of the Export Credits Insurance Corporation are located in the Halifax Building, 309 Cooper Street, (mailing address: P.O. Box 655), Ottawa. The Corporation has branch offices in Montreal, Toronto and Vancouver.

SERVICES OF THE DEPARTMENT

The services most likely to be of interest and directly available to Canadian businessmen are listed alphabetically and described briefly in the following pages.

Agency Connections

The Department provides assistance to any Canadian firm seeking a representative in any foreign country. A firm wishing to establish an agency connection abroad should supply the appropriate commodity branch with full information on each product or service involved. Trade commissioners in likely markets will approach several suitable firms, introduce the Canadian product or service to them, and encourage their interest in representing the Canadian firm.

The names of prospective agents — together with credit and other information, and in many cases the personal suggestion of the trade commissioners concerned as to the suitability of these agents — will be provided to the Canadian firm, which is then in a better position to select the most suitable representative for its products or services.

Buying Connections

Businessmen may obtain assistance from the Department in contacting foreign buyers. Trade commissioners continually report to the Department inquiries received from buyers in their areas and, upon request, will seek sales outlets on behalf of any Canadian firm.

Claims Assistance

From time to time in any business, a dispute may develop over some phase of the transaction between the foreign buyer and the Canadian seller. Differences of this type may be settled fairly easily in Canada through established channels, but in the case of shipments to foreign markets a solution may not be as simple. The trade commissioner in the field is always willing to investigate such disputes and offer recommendations for settlement.

Company Information

A Canadian exporter naturally wishes to know something of the credit-worthiness and business reputation of a prospective buyer in a foreign country. The Department can help him obtain this information by asking the trade commissioners in the area for a confidential report on any foreign firm. With this information, the exporter is better able to judge the terms of sale and the extent to which credit can be given.

Conversely, in order that reliable Canadian exporters may be known to trade commissioners abroad, the Department maintains a confidential Exporters Directory containing information on Canadian firms and their products. All exporters are urged to apply for listing in the Directory so that the trade commissioners may have the necessary information available to recommend the firm to a buyer with a minimum of delay.

Establishing a New Business

Assistance in establishing a new business in Canada can be obtained from the Dominion Bureau of Statistics. DBS figures are an essential source of assistance to businessmen in seeking new plant locations or in determining whether a domestically produced article could economically replace an imported product through the establishment in Canada of a manufacturing operation.

The Information Division of DBS now has a Statistics Use Development section, which invites inquiries from users of statistics and potential users.

Export and Import Controls

The Export and Import Permits Act is administered by the Department. Copies of regulations and information concerning import and export control requirements and procedures may be secured from the Export and Import Permits Division, Transportation and Trade Services Branch, which will also answer inquiries and provide additional information in connection with specific shipments.

Export Credits Insurance

The Export Credits Insurance Corporation provides export credits insurance at a nominal premium to persons carrying on business in Canada against risks of non-payment by foreign clients arising out of the export, manufacture, treatment or distribution of goods, or the rendering of engineering, construction, technical or similar services. The main risks covered include: buyer's insolvency or protracted default; repudiation where proceedings against the buyer would serve no useful purpose; foreign exchange restrictions in the buyer's country preventing the transfer of funds to Canada; cancellation of an import or export licence or the imposition of restrictions on the import or export of goods not previously subject to restriction; the occurrence of war between the buyer's country and Canada; or of war, revolution, etc., in the buyer's country.

The insurance is available under three main classifications: general commodities, capital goods, and services.

Coverage for general commodities may be procured by exporters under two types of policies: a Contracts Policy, which insures an exporter against loss from the time he books an order until payment is received; or a Shipments Policy, which covers the exporter from the time of shipment until payment is received. These policies may be described as whole-turnover or global policies, and cover all an exporter's business to all countries for a 12-month period. ECIC is prepared to consider the exclusion of certain countries if those remaining to be insured offer a sufficient spread of risk.

Insurance of capital goods offers protection to exporters selling plant equipment, heavy machinery, etc., where credit terms may involve payments spreadover one to five years. A Specific Policy is issued for each individual transaction involving capital goods, but the general terms and conditions are the same as those applicable to policies for general commodities. In cases where insured exporters have sold capital equipment abroad on medium term credit, ECIC may extend unconditional guarantees to Canadian chartered banks which will provide non-recourse financing to the exporter.

Specific Policies are also issued to cover engineering, construction, technical or similar service contracts entered into between Canadian firms and foreign clients.

ECIC insures exporters on a co-insurance basis up to a maximum of 90 per cent of the amount owing by the buyer. Any recoveries obtained after payment of a claim are shared in the same proportions and thus final net loss, if any, is borne 90 per cent by ECIC and 10 per cent by the exporter.

Export Documentation

Documentation for an export shipment must be prepared carefully. Foreign countries levy penalties on shipments that are not documented in accordance with their regulations. In addition, the supplier may have difficulty in receiving payment under his letter of credit if the documentation is not in accordance with instructions, i.e., is incomplete or contains errors.

The Department maintains current information on the documentation requirements of foreign countries, and is thus able to advise the exporter on the requirements of any specific country. The Office of Trade Relations has free bulletins on the documentation required by each country.

Export Financing — Long Term

In addition to its regular export credits insurance operations, the Export Credits Insurance Corporation has responsibility for the administration of direct financing facilities made available by the Government under Section 21A of the Export Credits Insurance Act. Financing for exports of capital goods where terms of payment extend beyond the five years may be provided. ECIC, when authorized by the Governor in Council for each transaction, pays the Canadian exporter direct and accepts the promissory notes or other negotiable instruments of the foreign purchaser.

The eligibility of a transaction for Section 21A financing depends upon the extent to which the credit terms requested are clearly necessary and justifiable. The criteria applied by ECIC to determine eligibility are that the transaction must involve the export from Canada of capital equipment; the value of the sale must be in excess of \$1 million though this minimum does not apply when a Canadian exporter can obtain an order to supply part of a project being mainly financed by a foreign lender; the project must be economically feasible; the foreign buyer and the country of purchase must have a satisfactory credit standing; the Canadian content must be not less than 80 per cent, and the transaction must give rise to significant employment and industrial benefits in Canada as well as giving promise of continuing export trade.

Exporters considering business abroad which requires long-term financing should make an early approach to ECIC for an opinion on the eligibility of the case for financing of more than five years. The Corporation is prepared to give all exporters full information, cooperation and guidance on matters concerned with direct government financing.

Export Techniques

Sales to other countries require sales and distribution techniques which differ from those employed in the domestic market. Channels of distribution, pricing, shipping, documentation, packaging, payment terms, advertising, and insurance against credit risks in export sales are some of the factors that must be considered by firms engaging in export trade.

A pamphlet entitled "The ABC's of ESP", containing many helpful suggestions to the potential exporter, is available from the

Trade Publicity Branch free of charge.

The Department has also published a more comprehensive handbook for exporters entitled *How to Win World Markets*, which deals with almost every aspect of export trade. It is available from the Queen's Printer at a cost of \$2.50 for the paperback and \$4.50 for the hard-cover edition. There is also a French-language edition at the same price.

Import and Export Controls Abroad

While many countries still maintain some measure of import control, which hampers the free movement of goods in international trade, these controls are gradually being eased, and many markets which a few years ago were closed to an exporter are now accessible. The Department maintains an up-to-date record of all foreign import controls and is able to advise businessmen on how these controls might affect his particular commodity in any given market. Businessmen would be well advised to consult the Office of Trade Relations to obtain information on any changes that have taken place. The more important of these changes are reported in the Department's magazines Foreign Trade and Commerce extérieur.

Investment Abroad

While the Canadian Government exercises no control or influence over decisions by Canadian firms or individuals who wish to invest in a foreign country, Canadian Trade Commissioners are often in an advantageous position to provide information or institute inquiries abroad. Inquiries should be made directly to the post in question (see listing at back of booklet).

Labelling and Marking Regulations Abroad

Labelling regulations enforced in other countries differ in many ways from Canadian requirements, and exporters must therefore design their labels and marks to meet those requirements. The Department maintains current information on these requirements which is available from the Office of Trade Relations.

Labelling and Marking Regulations in Canada

Canadian law provides for the development of regulations to ensure true labelling of particular products, and for the development of specifications for the use of a national mark.

Regulations or specifications will be developed by the Standards Branch at the request of manufacturers, retailers or consumers provided an effective solution is possible. Regulations for true labelling indicate how labelling shall be done if claims for content or quality are made, and those for a national mark include appropriate specifications and how the mark is to be used.

Market Information, Domestic

The Department's commodity officers can provide certain current domestic market information on request. However, the main source of basic market information is the Dominion Bureau of Statistics. DBS publishes approximately 1,000 of weekly, monthly, quarterly, annual and occasional publications each year, in addition to comprehensive and detailed decennial census publications. These contain a vast amount of information on the economic, educational and social scene.

Canadian businessmen can use this material in many ways, such as determining sales potentials, locating possible consumers, allocating advertising budgets on a geographic-economic basis, setting quotas for their salesmen, selecting new plant locations, and comparing plant productivity, wages and costs with industry averages. A catalogue of DBS publications is available from the Information Division of the Bureau.

Marketing Information, Foreign

One of the most valuable services the Department provides Canadian exporters is the collection, on a continuous basis, of information from all available sources on current business conditions and opportunities in foreign markets. Among the detailed data available on request are particulars of any trade developments affecting the sale of Canadian goods in any foreign country, including local regulations, restrictions and entry requirements, information on current supply and demand for established products and on foreign exchange and payment prospects. Market reports by trade commissioners in the field are published in *Foreign Trade* and the monthly French version, *Commerce extérieur*. The Department also issues from time to time special market information booklets on specific countries.

Market Research, Domestic

The census publications and the numerous periodical reports published by the Dominion Bureau of Statistics are basic reference

material for most market research projects in Canada. These reports cover almost every aspect of Canada's economic, educational and social life. In addition, a great deal of information, not published because of its limited interest, is available upon request. DBS officers will examine any specific request to ascertain whether it can be met from published or unpublished material. Where provision of such data entails additional tabulations or special surveys and compilations beyond a minimal level, DBS may undertake such projects for firms on a cost basis.

Since DBS must necessarily limit the amount of detail which appears in published import reports, manufacturers may often be unable to locate in these statistics information on particular product lines. However, such information is often available in unpublished form, and can be obtained by interested manufacturers on inquiry.

Market Research, Foreign

When appropriate, the Department will initiate inquiries through the trade commissioners abroad to determine the sales potential of a company's product. This service includes reports on: the local demand and any relevant preferences for particular goods or services; the size of the demand; all aspects of the competition to be met either from local production or imports; tariff duties and tariff preferences; import and exchange controls; other government regulations; terms of payment; sales and distribution channels; packaging requirements and any unusual features of local trading that would affect the Canadian exporter's prospects.

Measuring Equipment

Canadian law requires that all commercial measuring devices must be type-approved before sale and use, and periodically inspected during use. In the electrical field this applies to meters, transformers and telemetering equipment; in the gas field, meters, orifice runs, deadweight testers and calorimeters; and in the general measurement field, weights, scales of all types and capacities, meters, tank trucks and electronic load cells.

In all cases, technical and engineering advice is available from the Standards Branch on construction, installation, and in-use operation. In addition, facilities are available for calibration and certification of weights and most types of measuring equipment.

Patents and Trade-Marks Abroad

Exporters are sometimes concerned about patent infringements on products which they wish to export. The Department can assist the exporter in this connection by ascertaining, through the trade commissioner concerned, the steps to be taken to protect patents and trade-marks in the foreign country.

Precious Metals Marking

Canadian law requires that all articles marked with a quality indication must be properly identified as to manufacturer. Such articles are mainly those in the watch, flatware, spectacle ware and general jewellery fields that are manufactured from gold, silver, platinum and palladium. Assistance is available from the Standards Branch on proper markings and assays.

Regional Offices of the Department

For the convenience of Canadian businessmen and to bring the Department's services and counsel within closer reach of exporters in all parts of Canada, the Department maintains regional offices in St. John's, Halifax, Montreal, Toronto, Winnipeg, Edmonton and Vancouver. For addresses, see listing at back of book or consult your local telephone directory under "Government of Canada".

The Standards Branch has offices at St. John's, Halifax, Charlottetown, Saint John, Quebec City, Trois-Rivières, Montréal, Sherbrooke, Sudbury, Ottawa, Belleville, Toronto, Hamilton, London, Fort William, Winnipeg, Calgary, Edmonton, Regina, Saskatoon, Penticton, and Vancouver.

Sales Trips Abroad

Canadian businessmen are assisted in planning foreign sales trips abroad through the provision of market data, travel information, letters of introduction, and hotel reservations. The trade commissioner concerned will make appointments with local businessmen and government officials, perform introductions, and help with language problems. Office, mail, cable and telex addresses and telephone numbers of trade commissioners in the countries to be visited are listed at the back of this book, and up-to-date lists are published regularly in *Foreign Trade* and *Commerce extérieur*.

Sources of Supply

Through the commodity branches of the Department, Canadian businessmen may obtain information on new or alternative sources of supply. The commodity officers in these branches maintain contact with Canadian producers of all types of commodities and as a result are in a position to direct inquiries to a suitable source.

If a product is not available in Canada, the commodity officer will direct the inquiry to the trade commissioners abroad, who in

turn will report on availability, together with formation on prices, methods of purchase, specifications and delivery.

Statistics

The Dominon Bureau of Statistics supplies a wide range of data on agriculture, construction, domestic commerce, education, fisheries, forestry, government finance, health and welfare, household facilities and equipment, international travel, labour force, manufacturing, mining, national accounts, population, prices, public utilities, transportation and vital statistics.

Every ten years (the next will be 1971) DBS conducts the comprehensive national Census of Population, Housing, Agriculture and Merchandising which provides detailed data on such subjects as the composition of the population, housing conditions and equipment, farm production and implements, and commodity sales and profit margins. In the interval, the smaller quinquennial Census of Population, Agriculture and Merchandising, as well as the regular annual, quarterly and monthly surveys, provide up-to-date information. Considerable statistical information, which because of its limited interest is not published, is available to Canadian businessmen on request. Where provision of requested statistics involves more than a minimal level of additional tabulations or special surveys and compilations, DBS may undertake this service on a cost basis.

Statistics on foreign countries are available from the comprehensive library of the Dominion Bureau of Statistics and from the Office of Trade Relations. Import and export statistics by value, commodity and country of origin are available from the Bureau.

Tariffs of Foreign Countries

To assist Canadian firms in their export trade, complete and up-todate information on the customs regulations and tariffs of all countries is compiled by the Department. Detailed information regarding the rates of duty and other customs charges on a company's products in a specific market and advice regarding the proper classification in order to receive the most favourable rate of duty can be obtained from the Office of Trade Relations or the trade commissioner in the country concerned.

Tours of Canada by Departmental Officers

During the course of each year, approximately 40 per cent of the trade commissioners return from their posts to tour Canada and discuss export trade matters with Canadian businessmen. At the regional offices of the Department, at chambers of commerce and boards of trade, and through other organizations in centres across

Canada, trade commissioners are available to any interested businessman for personal consultation on matters affecting trade in their territories. The itineraries of Canadian tours by trade commissioners are published in *Foreign Trade*.

The Department's commodity officers maintain close contact with Canadian industry in order to keep the trade commissioners constantly aware of development in the production, supply, specifications and prices of Canada's commodities. The officers frequently visit Canadian firms to keep up to date on new developments. Businessmen may arrange for a visit by a commodity officer to discuss trade matters by contacting the appropriate commodity division of the Department.

As occasion demands, officers of the Standards Branch and other departmental branches also make business visits to different parts of the country, and are available to businessmen for consultation on matters in their particular fields.

Trade Fairs Abroad

As an effective means of promoting the sale of Canadian products in other countries, the Department exhibits in selected trade fairs abroad. It arranges for space, designs and constructs the exhibit, handles all arrangements with shipping, customs and trade fair authorities, provides advertising support and trade promotion material, invites foreign buyers, and provides administrative staff for the Canadian stand. This service provides one of the most effective and inexpensive ways for a Canadian firm to promote the sale of its products in foreign markets.

Trade Missions

Trade missions are effective in opening and developing markets. Most of the Department's trade missions are small teams of Canadian businessmen selected to represent a single industry or product group. Other Canadian exporters benefit from the mission reports and from the new appreciation of Canadian capabilities and products engendered by the trade missions at home and abroad. Trade associations and similar groups planning business tours or missions abroad are encouraged to consult the Department and its trade commissioners at least four months before their expected departure date.

The Department also brings to Canada small groups of buyers and officers representing the purchasing power of an overseas market for certain Canadian exports such as crops, livestock or capital equipment. In co-operation with the industry concerned, each such mission is tailored to the specific circumstances and marketing problems.

Transportation

Freight costs and quality of services may prove a determining factor in export trade. The Transportation Division of the Transportation and Trade Services Branch, which is concerned with the user interest in the transportation of goods for export, assists Canadian firms with transportation problems. Firms encountering unduly high freight rates, seeking advice on the best routes to particular destinations, or requiring assistance in arranging transportation to export markets, may call upon the Division for guidance. The Division compiles and analyses charter shipping rates for bulk commodities such as grain, lumber, iron and petroleum, and publishes a quarterly analysis entitled "The Ocean Freight Market", in the Department's magazine, Foreign Trade.

Travel Information

The Canadian Government Travel Bureau answers inquiries from prospective visitors to Canada, and each year distributes several million pieces of travel promotion literature. The Bureau co-operates with organizers of international conventions in Canada by offering travel kits to convention mailing lists. In addition, literature is sent outside Canada to travel prospects whose names are submitted to the Bureau. The Bureau also assists Canadian businessmen and travellers abroad by supplying them with travel literature for distribution to anyone interested in coming to Canada.

Trouble-Shooting

At times, Canadian firms engaged in export trade encounter unexpected problems. Through the trade commissioner located in the country concerned, assistance can be provided toward straightening out trade tangles which may arise from a variety of reasons, such as improper documentation, discrimination in the application of trade, exchange and tariff regulations, and disputes regarding the quality, delivery and price of products.

Visiting Foreign Buyers

Trade commissioners maintain close contact with the businessmen in their area and are constantly encouraging them to visit Canada during business trips abroad. In consultation with the appropriate commodity offices in Ottawa, an appropriate itinerary and appointment schedule can be developed to meet the visitors business objectives. In this way, the prospective buyer can visit Canadian producers of the commodities in which he is interested, where he can see for himself not only the product he is seeking but also the

workmanship and quality which go into the product. Buyer and supplier are then brought together where they can discuss terms and conditions of sale.

Watching Briefs

In addition to providing market information and other services to assist Canadian firms in determining the sales prospects abroad for their products, the Department, through the trade commissioner in the country concerned, will undertake to keep a firm posted on developments which could affect the continued sales of its products. Information such as changes in import, exchange and tariff regulations affecting the entry of the company's products, new competitive factors such as the establishment of new factories producing similar products or the introduction of similar products from other countries, the effectiveness of the firm's representative in the foreign country, infringement of trademarks, calls for tenders, and other information of a similar nature will be provided to the Canadian firm.

PUBLICATIONS

The Department publishes a variety of publications of interest to Canadian businessmen, most of which are available free on request.

The Annual Report of the Department sets out the year's operations of the Department in detail and provides a great deal of useful reference information in its appendices. A copy of the report is available from the Trade Publicity Branch.

Canada Courier, Canada's international trade promotion newspaper, is published by the Department in the interests of Canadian exporters to promote their products and service abroad. It contains illustrated news items and feature articles of interest to potential buyers of Canadian products. Canada Courier is published in English, French, German, Spanish and Arabic. A total of 500,000 copies of all issues are distributed free by direct mail to more than 100 foreign countries annually. The mailing list is kept up-to-date by Canadian Government trade representatives stationed abroad. No paid advertising is carried, but news items and press releases describing the export activities of Canadian companies are welcomed. Sample copies may be obtained from the Canada Courier Division.

Export and Import Permits Act. The Department is responsible for administering the controls established under the Export and Import Permits Act. Copies of the Act, the Export Permit Regula-

tions, the Export Control List and amendments are available in printed form from the Transportation and Trade Services Branch, Department of Trade and Commerce.

Foreign Trade, one of the Department's principal means of communicating information on export opportunities and practices to Canadian businessmen, is published fortnightly. The magazine carries articles on foreign demand for specific commodities, on the access to foreign markets and on problems that exporters meet. It also includes articles about the experiences in foreign markets of successful exporting firms. News of transportation developments, changes in foreign tariffs, up-to-date listings of the trade commissioners abroad, and a table of current foreign exchange rates are regular features. Subscriptions are available at a cost of \$5.00 a year for 26 issues. A French edition, Commerce extérieur is published once a month and costs \$2.00 a year. Sample copies are available from the Trade Publicity Branch. Subscriptions must be sent to the Queen's Printer, accompanied by a cheque or money order payable to the Receiver General of Canada.

How to Win World Markets is a comprehensive handbook for exporters which deals with almost every aspect of export trade. It is available from the Queen's Printer at a cost of \$2.50 for the paper-back and \$4.50 for the hard-cover edition. There is also a Frenchlanguage edition at same price.

The ABC's of ESP—is a brief, descriptive booklet prepared to help Canadian businessmen interested in entering the export market. The simple, progressive steps to selling abroad are described and a short bibliography is included. Copies may be obtained from the Trade Publicity Branch.

Trade Fairs – Your Doorway to ESP explains how through sponsored participation in trade fairs and expositions, the prospective exporter can introduce his products to the best potential markets. Copies may be obtained from the Trade Publicity Branch.

Your Key to ESP describes in detail the many services available to Canadian exporters from the Department's main overseas arm – the Trade Commissioner Service, located in 68 posts in 47 countries. Copies may be obtained from the Trade Publicity Branch.

Shipping Documents and Customs Regulations are a series of bulletins on each of some 60 individual foreign countries in summary form for the main geographical areas. When requesting these bulletins, the country or countries required should be specified. They are available on request from the Office of Trade Relations.

Statistical Publications produced by the Dominion Bureau of Statistics encompass a detailed analysis of the census of Canada and statistical compilations covering most facets of the Canadian scene. These include reports on agriculture, construction, domestic commerce, education, fisheries, forestry, government finance, health and welfare, household facilities and equipment, international trade, international travel, labour force, manufacturing, mining, national accounts, population, prices, public utilities, transportation, and vital statistics. Two annual publications and one monthly – the Canada Year Book, the illustrated Canada Handbook and the Canadian Statistical Review – offer, in handy reference form, integrated portrayals of the many aspects of Canadian development through co-ordinated statistical series and analytical commentary. A complete list of DBS publications is available from the Information Division of the Bureau at Tunney's Pasture, Holland Avenue, Ottawa.

Travel literature on Canada is available from the Canadian Government Travel Bureau. Each year the Bureau publishes about 50 travel promotion folders, maps, pamphlets and posters, most of which are distributed outside of Canada.

HEAD OFFICE DIRECTORY

Unless otherwise noted, all offices of the Department are in the Trade and Commerce Building, Wellington and Lyon Street, Ottawa. A complete Head Office Directory is available on request from the Trade Publicity Branch.

When dialing, each number should be preceded with the government exchange "99".

Minister:		6-1880
(House of Commons)		2-4666
Parliamentary Secretary:		2-0942
Executive Assistant:		6-1880
Special Assistant:		6-1880
Private Secretary: Mrs. R. Copp		6-1880
(House of Commons)		2-0358
Deputy Minister: J. H. Warren		6-3560
Executive Assistant: A. A. Lomas		6-3560
Special Advisor: Denis Harvey		2-6660
Trade Policy Service		
Assistant Deputy Minister (Trade Policy):		
M. Schwarzmann	2-4042,	2-2649
Office of Trade Relations		
General Director: R. E. Latimer	2-8850,	2-4815
Section I		
Director: W. G. Pybus	2-2981,	2-2250
Chief, Asia and Middle East Division:		
B. F. Armishaw		2-5642
Chief, Commonwealth Division: R. B. Nickson		2-2421
Chief, European Division: B. S. Shapiro		2-8727
Section II		
Director: T. M. Burns	2-2250,	2-2981
Chief, United States Division: A. R. A. Gherson		2-5176
Chief, Latin American Division: J. M. T. Thomas		2-7641
Assistant Chief, General Relations Division: A. R.		2-5779
Assistant Chief, International Organizations Divisio		
J. B. O'Neill		2-8212
Office of Commodity Trade Policy		
General Director: M. G. Clark	2-1035,	2-0982

Chief, Agricultural Division: W. M. Miner	6-1917
Chief, Resource Industries Division: P. T. Eastham	2-4100
Chief, Industrial Materials Division: A. C. Kilbank	6-2200
Chief, Secondary Industries Division: P. T. Eastham	2-4100
Trade Promotion Service	
Assistant Deputy Minister (Trade Promotion):	
Andrew G. Kniewasser 2-1037,	2-1038
Trade Promotion Planning Office	
Head: D. J. McEachran	6-4396
J. B. Bell	0-4370
R. B. Fournier	
H. G. Weber	
Office of Commodities and Industries Services	
General Director: J. P. C. Gauthier	6-3288
Agriculture and Fisheries Branch	
Director: D. B. Laughton	2-4301
Assistant Director (Agriculture): A. J. Stanton	2-7523
Assistant Director (Commodity Arrangements and	0.5045
Markets Development): J. MacNaught Assistant Director (Fisheries): T. R. Kinsella	2-5347
Chief, Fisheries Division: M. S. Strong	2-7385
Chief, Livestock and Animal Products Division:	2-6621
K. L. Melvin	2-3172
Acting Chief, Plant Products Division: John B. Mountain	2-0914
Acting Chief, Commodity Arrangements and Markets,	2-0714
Development Division: D. H. Burns	2-4161
Industrial Materials Branch	
Director: A. M. Tedford	2-6905
Chief, Chemicals Division: G. E. McCormack	2-5993
Chief, Forest Products Division: M. N. Murphy	2-0273
Chief, Metals and Minerals Division: R. J. Jones	2-8422
Manufacturing Industries and Engineering Branch	
D' m G i ii	
Director: T. C. Arnold Chief Applicages and Compagned Markinger	2-1462
Chief, Appliances and Commercial Machinery	2 (050
Division: G. W. Rahm Chief, Mechanical Equipment and Engineering	2-6950
Division: R. G. Wallace	2-4082
Division, R. C. Wallace	2-4082

Chief, Textiles and Consumer Goods Division:	
A. C. Fairweather	2-6197
Chief, Electrical and Electronic Equipment	
Division: R. Sangster	2-8897
Acting Chief, Transportation Equipment	0.1701
Division: W. C. G. Chapman	2-1501
Cereals Division	
Chief: R. M. Esdale	2-5648
Special Planning and Co-ordinating Division	
Chief: I. V. Macdonald	2-7504
Standards Branch	
(Standards Building,	
Holland Avenue, Tunney's Pasture, Ottawa)	
Director: R. W. MacLean	2-2132
Assistant Director and Chief Engineer: G. E. Anderson	2-7215
Chief, Electricity and Gas Division: W. J. S. Fraser	2-7213
Chief, Laboratory Division: J. S. T. Swanson	2-2575
Chief, Weights and Measures Division:	2 20 70
J. L. Armstrong	2-2000
Chief, Commodities and Precious Metals Marking:	
G. R. Lewis	2-7075
Office of External Trade Services	
General Director: R. K. Thomson	2-8286
True Le Commission - Commission	
Trade Commissioner Service	
Director (Personnel and Finance): G. F. G. Hughes Assistant Director (Personnel): I. R. Smyth	2-6835
Assistant Director (Fersonner): T. F. Harris	2-6800 2-5669
Director (Operations and Development): H. S. Hay	2-5456
Assistant Director (Operations): M. Rowan	2-1366
Inspector: H. E. Campbell	6-5140
Office of Promotional Support Services	
General Director: L. J. Rodger 2-2262,	2-7411
Canadian Government Exhibition Commission	
(440 Coventry Rd., Ottawa)	
Director: Patrick Reid	2-3558
Assistant Director: A. D. Simmons	2-7747
Assistant Director: J. C. Vaast	2-9378
Comptroller: H. D. Fleck	2-6795

Chief of Administration: J. J. Ellis Chief, Canadian Division: R. V. Rochefort Chief, Special Projects Division: W. E. Ackland Chief, International Division: F. J. Bradley Chief Designer (Canadian): H. Dunkin Chief Designer (International): A. J. Kuhlmann Chief Designer (Special Projects): G. E. Stranks Chief, Production Division: J. Rachlis	6-2123 2-7818 6-3938 2-4139 2-1917 2-3682 2-3671 2-1915
Trade Fairs and Missions Branch	
Director: R. V. N. Gordon	2-8269
Chief, Trade Fairs Abroad Division: P. Schutte	2-8855
Chief, Trade Missions Division: D. A. Olliver	2-8069
Transportation and Trade Services Branch	
Director: G. M. Schuthe	2-6236
Deputy Director: C. Varkaris	2-7163
Chief Export and Import Permits Division: S. G. Barkley	2-5670
Chief, Regional Offices and Trade Services Division:	2-5680
Chief, Transportation Division: H. A. Hadskis	2-2737
Trade Publicity Branch	
Director: J. A. Murphy 2-2479,	2-6394
Assistant Director: G. P. O'Keefe	2-6394
Assistant Director: Kenn A. Prittie	2-6435
Chief, Art Division: R. H. Williamson	2-8922
Chief, "Canada Courier" Division: P. Bomford	2-1295
Chief, Editorial Division: J. K. Purvis	2-1259
Chief, "Foreign Trade" and "Commerce extérieur"	
Division: O. Mary Hill Acting Head, Media Relations Division:	2-6588
R. T. Waugh 2-2186,	2-0545
	2-0545
Financing and Aid Branch	
Director: J. R. Midwinter	2-6143
Other Services	
Office of Tourism	
General Director: T. R. G. Fletcher	2-0798
Canadian Government Travel Bureau (150 Kent Street, Ottawa)	
Director: Dan Wallace	2-3166
Assistant Director: Roland Boire	2-5256
Chief Administrative Officer: J. E. Thorpe	2-1680

Manager of Advertising and Promotion: D. C. Bythell	2-2944
Chief, Publicity Division: J. A. Carman	2-6373
Manager of Operations: M. E. Campeau	2-7355
Chief, Tours and Conventions Division: J. M. Harrison	2-4714
Coordinator of Offices Abroad: F. H. Galipeau	2-1384
Chief, Publications Division: D. J. Molloy	2-5180
Chief, Travel Counselling Division: W. R. MacLean	2-3334
Travel Industry Branch Acting Director: F. B. Clark	2-5536
	2-3330
Office of Economics and Trade Analysis	2 5 (5 2
General Director: V. J. Macklin	2-3638
Associated Services	
Dominion Bureau of Statistics	
(Tunney's Pasture, Holland Avenue, Ottawa)	
Inquiries	2-2959
Dominion Statistician: Walter E. Duffett	2-0031
Assistant Dominion Statistician (Integration and	
Development): S. A. Goldberg	2-5458
Assistant Dominion Statistician (Administration,	
Finance and Personnel): H. L. Allen	2-7368
Assistant Dominion Statistician (Socio-Economic	
Statistics Branch): L. E. Rowebottom	2-5426
Director General (Operations and Systems Development	
Branch): L. A. Shackleton	2-3562
Director General (Economic Accounts Branch):	
C. D. Blyth	2-8340
Director General (Financial Statistics Branch):	
G. A. Wagdin	2-5396
Director General (Economic Statistics Branch):	0.0105
V. R. Berlinquette	2-2125
Agricultural Division	4 0014
Director: C. V. Parker	4-9814
Balance of Payments and Financial Flows Division Director: E. B. Carty	2-8264
Business Finance Division	
Director: G. Leclerc	2-4052
Canada Year Book Division	
Director: C. C. Lingard	2-0418
Census Division (Demography) (No. 8	
Temporary Bldg., Carling Ave., Ottawa)	
Director: W. D. Porter	4-9454

Central Classification Research and Development	
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Central Personnel Record System	
Director: E. A. Barks	4-9958
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Director: N. G. Anderson	2-4140
Company Establishment Integration	
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Co-ordinator: Miss J. Podoluk	2-0212
Corporations and Labour Unions Returns Act	
Administration	
Director: D. A. Traquair	2-7450
Demographic Research Consultant: L. Stone	2-1604
Econometric Research	
Director: F. T. Denton	2-9831
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Director: E. J. Marten	2 2490
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Input-Output Studies	0.0=65
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Prices Division	
Director: A. D. Holmes	2-3913
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Regional Statistics, Research and	
Integration Co-ordinator: M. J. Szabo	2-1175
Sampling and Survey Research Division Director: I. P. Fellegi	2-7491
Special Manpower Studies and Consultation	
Director: Mrs. S. Ostry	2-1358
Special Surveys Division	
Director: W. I. Moore	2-5570
Tabulating Services Division Director: A. B. McMorran	2-8232
Transportation and Public Utilities Division	
Director: A. L. Brown	2-1461
Regional Directors:	
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Halifax, Nova Scotia: A. B. MacKay	902-423-7387
Montreal, Quebec: Ottawa, Ontario (including Hull, Quebec):	514-879-5724
J. N. Bougie	613-992-0256
Toronto, Ontario: A. G. Metcalfe	416-966-6591
Winnipeg, Manitoba: G. S. Howell	204-943-4528
Edmonton, Alberta: A. Ustenov	403-424-0251
	loc. 259
Vancouver, British Columbia: R. M. Kincade	604-681-5288
Export Credits Insurance Corporation	
(Halifax Building, 309 Cooper Street, Ottawa –	
Mailing Address: P.O. Box 655, Ottawa)	
	4828, 237-2570
President: H. T. Aitken	,,
Vice-President: A. W. Thomas	
Claims Department:	
Claims Supervisor – F. G. Reynolds	
Credits Department; Credits Supervisor – C. A. Law	
Economics Division: Economist – J. A. Copland	
Export Finance Division: Manager – S. P. Wheelock	
Underwriting Department:	
Manager – B. R. King	
Manager, Montreal Branch: R. G. Hunt	
(Room 1001, 800 Place Victoria)	163-866-4796
Manager, Toronto Branch: D. A. Keill	
(Box 17, Toronto-Dominion Centre)	186-9-364-5778

Manager, Vancouver Branch: S. Garrett	
(Suite 1115, One Bentall Centre)	688-4844

Trade and Commerce Regional Offices

St. John's, Nfld.:		
Sir Humphrey Gilbert Building, Room 601		
Duckworth Street	Phone	722-6074
Regional Officer: R. D. Peters	Telex	0164582
Halifax, N.S.:		
Sir John Thompson Building		
1256 Barrington Street	Phone	422-8491
Regional Manager: D. J. Packman	Telex	014-42429
Montreal 2, Que.:		
Room 2325, 1 Place Ville Marie	Phone	879-6254
Regional Manager: R. C. Montreuil	Telex	0120280
Toronto 1, Ont.:		
Toronto-Dominion Centre		
P.O. Box 114	Phone	369-3711
Regional Manager: R. Campbell Smith	Telex	0221691
Winnipeg 1, Man.:		
Room 521, 269 Main Street	Phone	943-7496
Regional Manager: G. A. Gillespie	Telex	035287
Edmonton, Alta.:		
802 Chancery Hall		
3 Sir Winston Churchill Square		422-7178
Regional Manager: W. Mackenzie Hall	Telex	0372762
Vancouver 2, B.C.:		
Room 405, Federal Building		
325 Granville Street		681-7161
Regional Manager	Telex	045391

TRADE COMMISSIONER SERVICE POSTS ABROAD

The Department serves Canadian business in the countries named on the following pages - and in the adjacent countries and territories listed under them - by maintaining the trade commissioner service posts shown opposite them. Up-to-date lists, showing the names of Trade Commissioner Service officers at each post, are published frequently in the Department's fortnightly magazine, Foreign Trade.

Posts and **Territories** Addresses of **Posts**

Cable Addresses and **Telephone & Telex** Numbers

ARGENTINA

Paraguay

Commercial Counsellor Canadian Embassy Casilla de Correo 3898 Suipacha 1111 BUENOS AIRES

Cable: CANADIAN Phone: 329081 Telex: 121383 (DOMCAN BA)

AUSTRALIA

British Solomon Islands Christmas Island (Indian Ocean) Cocos-Keeling Islands New Caledonia New Guinea (Northeast) and Papua New Hebrides (French) States of New South Wales and Queensland, Capital Territory, Northern Territory, and Dependencies

Commercial Counsellor for Canada P.O. Box 3952 G.P.O. AMP Building 21st Floor Circular Quay SYDNEY

Cable: CANADIAN Phone: 27-7565 Telex: 08920600

(CDN GOVT AA 20600)

Australia

Australia

States of Victoria. South Australia, Western Australia, Tasmania

Commercial Counsellor for Canada

Mobil Centre 2 City Road SOUTH MELBOURNE 3205

Victoria

Commercial Counsellor Office of the High Commissioner for Canada Commonwealth Avenue

Yarralumba 2600 CANBERRA, A.C.T. Cable: CANADIAN Phone: 61-3473 Telex: 08930501

(CDN GOVT AA 3051)

Cable: DOMCAN Phone: 7-2541 Telex: 08962017

(DOMCAN AA 62017)

Addresses of **Posts**

Cable Addresses and Telephone & Telex Numbers

AUSTRIA

Albania, Bulgaria Czechoslovakia, Hungary Rumania

Commercial Counsellor Counsellor

Canadian Embassy P.O. Box 190, Vienna 1/8 Obere Donaustrasse 49/51 VIENNA 1013

Cable: CANADIAN Phone: 23-32-94 Telex: 07-5320 (DOMCAN A)

BELGIUM

Luxembourg, European **Economic Community European Atomic Energy** Community, European Coal and Steel Community Commercial Counsellor Canadian Embassy 35 rue de la Science BRUSSFIS 4

Cable: CANADIAN Phone: 13.38.50 Telex: 221613 (DOMCAN BRU)

BRAZIL

Brazil

Commercial Counsellor Canadian Embassy Caixa Postal 2164-ZC-00 Edificio Metropole

Avenida Presidente Wilson 165 RIO DE JANEIRO

Consul and Trade Commissioner Canadian Consulate Caixa Postal 6034

Edificio Scarpa Avenida Paulista 1765, 9 andar SAO PAULO

Cable: CANADIAN Phone: 42-4140 Telex: Rio 175 (DOMINION RIO)

Cable: CANADIAN Phone: 36-6301 - 36-6302

BRITAIN

Minister (Commercial) Office of the High Commissioner for Canada One Grosvenor Square

LONDON, W.1

Cable: SLEIGHING.

LONDON, W.1. Phone: MAYfair 9492

(Area Code 01) Telex: 22526/254428 (DOMINION LDN)

Britain

Midlands, North England

Canadian Government Trade Commissioner Martins Bank Building Water Street

LIVERPOOL

Cable: CANADIAN Phone: MARitime 2177

Britain

Scotland

Canadian Government Trade Commissioner

Cornhill House 144 West George Street GLASGOW C.2

Cable: CANTRACOM Phone: DOUglas 6751

Addresses of **Posts**

Cable Addresses and Telephone & Telex Numbers

Britain

Northern Ireland

Canadian Government Trade Commissioner 15-17 Chichester Street

BELFAST 1

Phone: 21867

CHILE

Commercial Counsellor Canadian Embassy Casilla 771

Agustinas 1225, 5th Floor

SANTIAGO

Cable: CANADIAN Phone: 64189 Telex: 3520068

(3520068 DOMCAN)

COLOMBIA

Ecuador

Commercial Secretary Canadian Embassy Apartado Aereo 8582 Edificio Banco de Los Andes Carrera 10, No. 16-92

BOGOTA

Cable: CANADIAN Phone: 43-00-65 Telex: M 100

(DOMCAN BOG)

CUBA

Commercial Division Canadian Embassy Gaveta 6125 Calle 30 No. 518 esquina 7a Avenida Miramar

HAVANA

Cable: CANADIAN Phone: 2-6421

DENMARK

Greenland, Poland

Commercial Counsellor Canadian Embassy Prinsesse Maries Allé 2

COPENHAGEN V

Cable: CANADIAN Phone: 31-3306 Telex: 5036 (DOMCAN KH)

DOMINICAN REPUBLIC

Puerto Rico Virgin Island (U.S.)

Haiti

Commercial Secretary Canadian Embassy Apartado 1393 Edificio Copello 408 Calle El Conde SANTO DOMINGO

Cable: CANADIAN Phone: 2-8138 Telex: 3460140

(DOMCAN 3460140)

FRANCE

Algeria, Andorra, Morocco Monaco, St. Pierre and Miguelon

Minister-Counsellor (Commercial) Canadian Embassy 35 Avenue Montaigne PARIS 8°

Cable: CANADIAN PARIS 086

Phone: BALzac 99-55 Telex: 022/20600 or 20601

(DOMCAN A PARIS)

Addresses of Posts

Cable
Addresses and
Telephone & Telex
Numbers

GERMANY

States of Baden-Wuertemberg, Bavaria Hesse, Rhineland-Palatinate Saar, West Berlin

Canadian Embassy Kennedy-Allee 35 BAD GODESBERG

Commercial Counsellor

Cable: CANADIAN Phone: 76995 Telex: 886421

(DOMCAN BONN)

Germany

State of North Rhine-Westphalia Consul General Canadian Consulate General Koenigsallee 82 4 DUESSELDORF 1 Cable: CANADIAN Phone: 320525 Telex: 8587144 (DMCN-D)

Germany

City States of Bremen and Hamburg; States of Lower Saxony and Schleswig-Holstsein Consul General Canadian Consulate General Esplanade 41-47

Esplanade 41-47 2000 Hamburg 36 HAMBURG Cable: CANADIAN Phone: 351805 Telex: 2-15555 (DMCN-H)

GHANA

Guinea, Ivory Coast, Liberia Mali, Mauretania, Togo Upper Volta

Commercial Secretary
Office of the High
Commissioner for Canada
P.O. Box 1639
E 115/3 Independence Ave.

ATHENS 138

Cable: CANADIAN
Phone: 4824
Telex: 224
(DOMCAN ACC)

ACCRA

Turkey

Commercial Counsellor Canadian Embassy 31 Vassilissis Sophias Avenue Cable: DOMCAN ATHENS Phone: 714-041 Telex: 5584

(DOMCAN ATHENS)

GUATEMALA

Costa Rica, El Salvador Honduras, Nicaragua, Panama and Canal Zone Commercial Counsellor Canadian Embassy P.O. Box 400 5a Avenida 11-70, Zone 1 GUATEMALA CITY, C.A. Cable: CANADIAN Phone: 28448

HONG KONG

Cambodia, Communist China Laos, Vietnam, Macao Senior Canadian Government Trade Commissioner P.O. Box 126 P & O Bldg., 11th Floor

P & O Bldg., 11th Floor 21-23, Des Voeux Road, Central HONG KONG Cable: CANADIAN Phone: 224087 Telex: HKG 391 (DOMCAN HKG)

INDIA

Bhutan, Ceylon, Nepal Sikkim

Commercial Counsellor for Canada P.O. Box 11 13 Golf Links Road NEW DELHI 1 Cable: CANADIAN Phone: 61-8254 Telex: 346 (DOMCAN DLI)

Addresses of **Posts**

Cable Addresses and Telephone & Telex Numbers

IRAN

Commercial Division Canadian Embassy P.O. Box 1610 Bezrouke Building

Corner of Takht Jamshid Avenue and Forsat Street

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